

DEEDLINE

DEPARTMENT OF ECONOMIC DEVELOPMENT AND TOURISM



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Cape Town Film Industry set to experience influx of Bollywood film productions



Minister Winde next to Anil Kapoor (Slumdog Millionaire)

In another significant step towards cementing its role as one of the leading global film industry destinations, Cape Town has become home to the lucrative Bollywood film production market.

Minister of Finance, Economic Development and Tourism, Allan Winde, said: "The time is now ripe for the Western Cape to take full advantage of the current global economic crisis by actively marketing our service offering to new markets like the Middle East and India." Minister Winde, accompanied by the

CEO of the Cape Film Commission, Laurence Mitchell, visited the film set of the Bollywood Blockbuster, "No Problem", during filming at various locations in Cape Town.

"No Problem" is a Bollywood police action movie, with stars such as Anil Kapoor (Slumdog Millionaire), Sanjay Dutt and Suneel Shetty.

"The fact that Cape Town and the Western Cape have been able to attract some of the most influential and leading men and women of Bollywood is to a large extent due to the fact that we are now truly recognized as

a global film industry destination", Minister Winde said.

He said the fact that major Hollywood films had been shot here over the past two years and that Cape Town had hosted several Oscar Winners and A-list actors and actresses, was proof that the film industry had come of age and had become a key contributor to the economy of the Western Cape.

Minister Winde said that our service offering, whether in tourism or film, needed to be exceptional and unsurpassed anywhere in the world. In addition, he stated that the successful hosting of the Indian Professional League last year beamed images of our country into the homes of millions of Indians and this had provided the Western Cape with a wonderful opportunity to access this huge Indian tourism and film markets.

It contributed to 2,000 bed nights and 80 local people were employed as crew and cast members.

Mitchell (CEO of the Cape Film Commission), said: "The Cape Film Commission has worked tirelessly over the past five years to attract big Hollywood and, in particular, Bollywood productions to Cape Town. We are now truly recognized as one of the leading film industry destinations worldwide." (Continue reading) ➤

This particular production of "No Problem" had significant spin-offs in our tourism sector. It contributed to 2,000 bed nights. At least 80 local people were employed as crew and cast members and the service industry provided catering, transport and security services.

Mr. Mitchell added that the CFC had initiated discussions with the Department of Trade and Industry to look at a restructured film rebate system that would see a more seamless distribution of these funds and a system that would make it much easier to enter into co-production treaties, with a specific focus on markets such as India.

The CFC will also be engaging with the DTI to look at increasing the subsidy for local film production companies.

Anil Kapoor, who plays a cop in the movie, expressed his satisfaction at how production had progressed. He said Cape Town had the right service offerings within the film industry to be able to attract large Bollywood productions. He said with big productions such as "No Problem", "Tasveer" and "Seasons Greetings", Cape Town had become the home of Bollywood films in Africa.

According to Kapoor, Cape Town had remarkable locations, diverse cultures, wonderful weather and world-class services that can compete with the best in the world.

The Cape Film Commission will visit India this year to cement its relationship with Bollywood and to present the film industry's service offering to the huge Indian film market.

Thought for the day

A friendship founded on business is a good deal better than a business founded on friendship.

- John D. Rockefeller

Elizabeth Walters and stakeholders conduct a site-visit in the metro area

A team consisting of Casidra, Workforce Development and the Department Economic Development and Tourism visited three companies and one service provider, which are hosting learners from the Work and Skills Programme.

The companies were:

- Direct Calling Solutions;
- Syntell;
- Prestige Clothing, Maitland; and
- The Business and Tourism Training Academy

Due to operational requirements of the various companies, the team could not engage with the learners, but had interviews with the owners of the companies who applauded the programme.

The owner of Prestige Clothing noted that the current workforce was ageing and that many planned to retire in the next few years. He did not have the resources to start employing and training younger employees, while retaining the ageing workers. This programme made it possible for him to recruit and select young people who could be trained formally and receive on-the-job experience. The clothing industry has also started a FET College. When Prestige's current employees retire, it will have trained people to fill their positions. It has made a commitment to employ 75% of the learners at the end of their term.

A number of learners dropped out of the programme. The feeling was that the dropouts had been forced to be there due to parental pressure. Many did not enjoy the factory environment. Three of the learners told factory



Site visit to factory

managers that they found the experience of working in a factory too challenging. They decided they wanted to study further for a better job. The Deputy Director, Workforce Development, Elizabeth Walters said: "In my opinion it is a success factor if we are motivating learners to improve their knowledge and skills".

At Syntell and the Training Academy, many learners expressed gratitude for the opportunity to gain work experience and possible employment.

The manager at Syntell was also very impressed with the learners. Although they worked in low-skilled admin work, two learners who showed promise were being trained to do data-capturing.

Approximately 50 learners graduating from the Business and Tourism Academy were being trained to be employed by the Grand West Casino.

BATTLE OF THE BANDS



The Cape Music Industry Commission (Cape MIC) was established in 2008 as a collaboration of the Department of Economic Development and Tourism, and the local music industry. The purpose of Cape MIC is to see the Western Cape music industry reach its full potential locally, nationally and on the global stage. As a section 21, non-profit organization, it is uniquely placed to facilitate and support the region's music industry economic growth, expansion and evolution through proactive networking and research, and various programmatic interventions.

In 2009, Cape MIC launched a competition aimed at sourcing and training the best music industry talent in the region. This is, however, NOT another 'Idols-type' competition. The contest seeks to find young people who have the passion and drive for the 'back-stage' of the music industry.

Talent in the music industry does not exclusively refer to musical or performance talent; we also refer to talent in support structures to the music industry such as managers, producers, music video makers, sound engineers and music photographers. Since It is not only the artistic talent which creates a thriving industry, talent shows of the 'Pop Idols' ilk will not suffice, since the model is restricted not only to artists, but also to a specific genre, which is not representative of the complete industry.

The model which we have chosen to use for the fast-tracking of Music Business People is the model of 'The Apprentice'. The popular TV series featuring Donald Trump, offers young, aspiring creative minds the opportunity to prove themselves in real life situations, by creating brand campaigns for high-profile clients. The 'Apprentice' model recruits individuals by a process of a interview. In this interview, the individuals have to impress Donald Trump with their dedication, experience or desire to work in his industry. Once the individuals are selected they are divided into task teams, which work together to execute various assignments. The team that is successful in executing a great campaign wins a prize, while the losers get sent to the 'board room' to eliminate the weakest member of their team, until eventually one apprentice remains.

The Process took place in three phases:

Phase 1: Call to entry

Calls to entry opened officially on the 15th December 2009 and closed on the 31st January this year. In an effort to reach as many people as possible, an advertising campaign was implemented across the Province. To create awareness, five methods of advertising and media mechanisms were utilised - selected radio stations, a variety of newspapers, posters displayed in public places, viral marketing through social networks and communication to our Cape MIC database and website. More than 80 applications were received.

Phase 2: Elimination

Preliminary judging began immediately thereafter. The first round of eliminations was done after scrutiny of the written submission and thereafter 50 (one on one) interviews were held resulting in 20 finalists. The finalists were exceptional, representing a wide spectrum of demographic, talent and diversity.

Phase 3: Workshop and instruction

All twenty finalists were subjected to two days of intensive workshopping, covering various aspects of the industry. These workshops were presented by industry professionals and covered topics such as the industry at large, festival management, music media, safety and security at events, disaster management and crowd control, the brand, the worldwide-web and entering the industry. On the final day, three hours were spent with Africa Centre doing hands-on marketing and preparation for its Infecting the City and Spier Contemporary projects. The interns spent the time assisting with the preparation of props, filming and doing sound recordings of different aspects of the City to be used in marketing collateral and generally promoting the events. While the emphasis was on creative, out-of-the-box thinking, all participants were cautioned not to push the envelope too far and to stay on the right side of the law. A great deal of fun was had by all!

To check out what they did, have a look at the following weblinks:
Facebook link (requires registration on Facebook)
<http://www.facebook.com/video/video.php?v=338164455271&ref=mf>
YouTube link (universal, open to all)
<http://www.youtube.com/watch?v=Ek4uTIVzrUQ>

Phase 4: Internship

From Thursday 11th February 2010, the Top 20 were placed into internship programmes covering industry sectors of their choice. They then worked in real business environments to enable them to gain invaluable hands-on experience. This phase will last for about 4 weeks depending on the sector chosen.

Phase 5: The Final Performance in April 2010

Each of the four groups of five will be tasked with staging an event at a festival; they will then be judged on the execution thereof. The winners will be placed in permanent mentorship/work or bursary programmes for a year.



CLOTEX HELPS A 'CUT MAKE AND TRIM' (CMT) COMPANY SUCCEED DESPITE THE ODDS

As Cape Town's clothing industry shifts from large scale manufacturing to smaller scale design houses and cut-make-trims (CMTs), the Clothing and Textile Service Centre (Clotex) is helping to develop former machinists and supervisors into entrepreneurs.

As with many other CMTs in Cape Town, L&S Clothing was founded when Lucinda Cox decided to move away from working for large manufacturers and venture out on her own. For her it was a personal decision. However, for many CMT owners, operating a business becomes their only option when the doors of larger manufacturing companies close.

Located in Athlone Industria, L&S Clothing started with a core team of seven people. When the company turned five in 2007, Selwyn – Lucinda's husband joined with the hope that his background in logistics and distribution would help grow the economy. Sure enough, in the two years that followed, L&S's workforce increased from 25 to 30 employees.

In the same period, the company was also able to refine its niche, which is currently ladies outerwear and children's wear. The company's main ladies' wear customer for the past three years has been Bibette Manufacturers, which supplies Woolworths, Foschini, Queenspark and other retailers. Jacque Hau is the company's main customer for its production of children's wear.

In order to consistently deliver quality garments to these customers, Lucinda and Selwyn have structured their business to enable the three supervisors working under them to each manage his or her own production line, including the machinists, quality control, production outputs and workflow.

CLOTEX's relationship with L&S Clothing began when the business was approximately two years old. Over a period of six months, L&S received visits from a CLOTEX mentor who looked at the complete structure of the business, which included factory



L&S Clothing Company

floor layout, work study methods and levels of productivity.

After this, CLOTEX continued to assist L&S in setting up various systems and procedures, including a marketing strategy. This aided the company to source additional work, to correctly price their garments and to negotiate tactfully with their clients. CLOTEX has also provided training for their managers, all of whom used to be supervisors. These individuals completed a three-month theory and practical supervision (middle management) course at CLOTEX.

Despite the challenges of working in a competitive and rapidly changing industry, Lucinda and Selwyn have been able to capitalize on the opportunities that exist. As Selwyn notes, the competitive advantage of a smaller business is that "costs are low, turnaround is quicker and the quality has to be according to the customer's specification". CLOTEX assisted L&S in becoming a fully accredited Woolworth's supplier; this enabled the company to source work from a broad range of manufacturers.

According to the owners, the company has already seen the impact of CLOTEX's interventions in terms of financial returns for the company. Beyond this, the training has equipped them to view the future as a period of consolidation and opportunity, with a chance to contribute to South Africa's growth and the ongoing development of entrepreneurs like themselves.

Let the 'sparks' fly!

We hope every member of staff has received a copy of the inaugural, spanking new, *sparks* newspaper produced

by the Department of Economic Development and Tourism. The *sparks* team had a very positive and uplifting experience engaging with staff about story ideas, their talents, hobbies, aspirations and motivations. It is crucial that we all contribute to making it a living testament to our times.

So get onto your mouse (your computer mouse, that is) and send your ideas, photos, comments (lots of comments, please), recipes, artwork – anything! We want to know what you want to see in *sparks*.

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